

## Message Text

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43

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
----- 029631

R 240815Z APR 75

FM AMCONSUL BARCELONA

TO SECSTATE WASHDC 3113

INFO USDOC WASHDC

AMEMBASSY PARIS

AMCONSUL MILAN

AMEMBASSY LISBON

AMEMBASSY MADRID

AMCONSUL BILBAO

AMCONSUL SEVILLE

UNCLAS BARCELONA 0262

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJ: AUTO SALON 75 - FINAL TELEGRAPHIC REPORT

1. AUTO SALON 75

SALON INTERNACIONAL DEL AUTOMOVIL, BARCELONA, SPAIN.

2. BARCELONA, SPAIN - APRIL 12-22, 1975

3. NUMBER OF EXHIBITORS: 10, REPRESENTING 11 COMPANIES.

4. SALES DURING EXHIBITION U.S. DOLLARS 403,200.

5. SALES PROJECTED SUBSEQUENT TWELVE MONTHS - U.S.  
DOLLARS 3,032,000. A) NTM/NTE ONLY - U.S. DOLLARS  
2,562,000. B) OTM ONLY - U.S. DOLLARS 470,000.

6. EXHIBITORS TENTATIVELY SEEKING EXREPS: 7.

7. EXREPS APPOINTED: 3.

8. EXREPS UNDER NEGOTIATION: 9.

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9. TOTAL TRADE/PUBLIC VISITORS TO TRADE FAIR: 800,000.

10. A) ESTIMATED NUMBER OF TRADE VISITORS TO U.S. EXHIBIT:  
4,500. B) ESTIMATED NUMBER OF PUBLIC VISITORS TO U.S.  
EXHIBIT: 560,000.

11. TOTAL NUMBER OF SALES LEADS REPORTED BY EXHIBITORS:  
1288.

12. NUMBER OF EXHIBITORS ACHIEVING PRIMARY MARKETING  
OBJECTIVE:

A) FULLY 10

B) PARTIALLY 0

C) UNSATISFACTORILY 0

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 24 APR 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975BARCEL00262  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750144-0627  
**From:** BARCELONA  
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**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
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**Review Action:** RELEASED, APPROVED  
**Review Authority:** ShawDG  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 08 JUL 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <08 JUL 2003 by SilvaL0>; APPROVED <03 FEB 2004 by ShawDG>  
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Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** AUTO SALON 75 - FINAL TELEGRAPHIC REPORT  
**TAGS:** BEXP, SP  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006